FOR: Members, Tobacco Institute and TIRC

Condensed from Public Sources
by Hill and Knowlton, Inc.

TOBACCO NEWS SUMMARY
Nos. 19-20
March 11, 1960

NEWSPAPERS

19. "Insurance Break for Non-Smokers?" NEW YORK HERALD TRIBUNE. March 11, 1960

Donald I.Rogers, Business and Financial Editor, says in his column that leading life insurance companies are considering lower rates for persons who do not smoke cigarettes.

According to Rogers, the move is predicated upon the development by the drug industry of a foolproof test that will show whether or not the policyholder is a smoker.

"It was learned yesterday that such a test may not be far off," Rogers said.

Further quotes from his column:

----- "This is the first acknowledgment by the insurance industry -- which, after all, holds most of the actual money in the disputatious betting in the controversy of cigarettes versus lung cancer -- that the figures compiled by the anti-cigarette clinicians have been taken seriously."

----- "Those figures which tie lung cancer to cigarette smoking are, in the opinion of most experts, inconclusive. Still, the rising incidence of death by lung cancer causes grave concern among the life underwriters."

----- "Under investigation besides cigarettes are such things as air pollution, diet, viruses and radiation."

----- "By far the biggest culprit, at this date, is cigarette smoking. Leading scientific teams and private studies have indicated a relationship between the incidence of lung cancer and cigarette smoking."

----- "If the manufacturing drug industry can produce a simple test such as a saliva test, which will definitely prove the smoking habits of a policy applicant, leading insurance companies are prepared to consider a special and a favorable premium rate for the non-smoker."

20. "Heavy Smoking No Cause of Cancer, Doctor Claims." PITTSBURGH POST-GAZETTE. March 10, 1960

This two-column story by staff writer Albert Bloom quotes Dr. Paul Kotin, University of Southern California pathologist, as saying that smoking two-and-a-half packs of cigarettes daily won't "cause" lung cancer.

"Cigarettes are not a source" of the cause of cancer; rather they are a source of smoke "irritants," Dr. Kotin told a University of Pittsburgh School of Public Health seminar. Cigarette smoking may help open the lung cell doors to cancer, he conjectured.

The story then went on to describe Dr. Kotin's research on air pollution.

-xxx-

1003543319

Source: https://www.industrydocuments.ucsf.edu/docs/stvm0000